



# Florence Urban Renewal Agency (FURA) Regular Meeting

In Person & Videoconference  
250 Hwy 101  
Florence, OR 97439  
541-997-3437  
[www.ci.florence.or.us](http://www.ci.florence.or.us)

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting, and can be found of the City of Florence website at [www.ci.florence.or.us/urbanrenewal](http://www.ci.florence.or.us/urbanrenewal).
- Items distributed during the meeting and meeting minutes are posted to the City's website at [www.ci.florence.or.us/urbanrenewal](http://www.ci.florence.or.us/urbanrenewal) as soon as practicable after the meeting.
- To be notified of Urban Renewal meetings via email, please visit online at [www.ci.florence.or.us/newsletters/subscriptions](http://www.ci.florence.or.us/newsletters/subscriptions).

March 19, 2025

## AGENDA

5:30 p.m.

FURA Directors:  
Vice-Chair Dave Braley  
Ron Moore

Chairperson, Mike Webb  
Bill Meyer  
Susy Lacer  
Rob Ward  
Ron Preisler

Sally Wantz  
Heather Posegate

With 48-hour prior notice, an interpreter and/or TTY: 541-997-3437, can be provided for the hearing impaired.  
Meeting is wheelchair accessible.

Proceedings will be available after the meeting on the City's Vimeo Site.

In addition to attending in person, members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/179541898667684957>

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda.

### CALL TO ORDER – ROLL CALL

5:30 p.m.

- FURA Appointment Update

### 1. APPROVAL OF AGENDA

### 2. PUBLIC COMMENT

Mike Webb  
Chairperson

This is an opportunity for members of the public to bring to the Florence Urban Renewal Agency's attention any item not otherwise listed on the agenda. Please see the end of this agenda for methods to provide comments on items that are not on the agenda.

### 3. AMERICANS SPEAK OUT ABOUT THE ARTS- HARLEN SPRINGER

Combining data from Americans for the Arts' nationwide public opinion study, "Americans Speak Out About the Arts," with the economic impact of the arts from the AEP6 study in Florence, Guest Presenter Harlen Springer will talk about how the arts matter to the Florence community.

### ACTION ITEMS

Please see the end of this agenda for methods to provide comments on action items.

### 4. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of January 22, 2025.

Lindsey White  
City Recorder

### REPORTS & UPDATES

### 5. URBAN RENEWAL AGENCY PLAN REVIEW & FINANCIAL ANALYSIS

Elaine Howard from Elaine Howard Consulting, LLC will provide an update on the review she conducted, focusing on preparing for the future of the Agency and its long-term strategic goals.

Erin Reynolds  
City Manager

### 6. QUINCE STREET HOTEL DEVELOPMENT UPDATE

Staff will provide an update on the progress of the Quince Street hotel development.

Megan Messmer  
Assistant City Manager

**7. CITY MANAGER REPORT**

- FURA Budget Committee Recruitment Update
- Calendar Review

Erin Reynolds  
City Manager

<b>FURA CALENDAR</b>		
<i>All meetings are held in person with a virtual option unless otherwise indicated</i>		
<b>Date</b>	<b>Time</b>	<b>Description</b>
April 1, 2025	5:30 p.m.	City/FURA Budget Committee Training
April 23, 2025	5:30 p.m.	FURA Meeting
May 14, 2025	5:30 p.m.	FURA Budget Committee Meeting
June 25, 2025	5:30 p.m.	FURA Meeting, Budget Adoption Public Hearing
July 23, 2025	5:30 p.m.	FURA Meeting
July 18, 2025	Save the Date	Block Party
August 5, 2025	Save the Date	National Night Out
August 27, 2025	5:30 p.m.	FURA Meeting
September 17, 2025	5:30 p.m.	FURA Meeting
October 22, 2025	5:30 p.m.	FURA Meeting
November 19, 2025	5:30 p.m.	FURA Meeting

**PUBLIC MEETINGS PROCEDURES**

**Expressing Views to the Agency:** Citizens wishing to express their views to the Florence Urban Renewal Agency may do so in both written and verbal formats.

- Written Testimony:** Citizens wishing to express their views to the Florence Urban Renewal Agency are encouraged to submit written testimony in one of the following ways:
  - Submit written comments via email to City Recorder at [Lindsey.white@ci.florence.or.us](mailto:Lindsey.white@ci.florence.or.us);
  - Mail written comments to Florence City Hall, Attn: FURA, 250 Hwy 101, Florence, OR 97439
  - Drop off written comments at Florence City Hall (250 Hwy 101) during regular office hours (Monday through Friday (8 a.m. – 12 p.m., 1 p.m. – 4 p.m.)) or at the City of Florence drop box located at Florence City Hall to the right of the main entrance.

**\*\* Note:** Written comments received at least 2 hours prior to the meeting (March 19, 2025 at 3:30 p.m.) will be distributed to the Florence Urban Renewal Agency, posted to the City of Florence website, and made part of the record.

- Verbal Testimony:** Citizens wishing to express their views to the Florence Urban Renewal Agency may

participate in the meeting at Florence City Hall or via GotoWebinar. To do so, please complete a speaker's card online at <https://www.ci.florence.or.us/urbanrenewal/request-address-fura-speakers-card> at least 1 hour prior to the meeting (March 19, 2025 at 4:30 p.m.). City staff will then contact the speaker to let them know the process to participate in the meeting.

- a. Public Comments on items not on the agenda: General public comments (on items not on the FURA agenda) will be allowed at each Florence Urban Renewal Agency meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
- b. Public Hearing Testimony: Testimony on public hearing items will be allowed when a public hearing is held. Verbal comments will be allowed on public hearing items after staff has given their report and have allowed time for initial Agency questions. In general (with some exceptions for Land Use hearings), comments are limited to five minutes per person with no limit on the number of speakers.
- c. Public Comments on Action Items: Public Comments will be allowed on each action item on the Florence Urban Renewal Agency agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Agency questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

**For more information on the City of Florence's Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/council/rules-procedure>.**